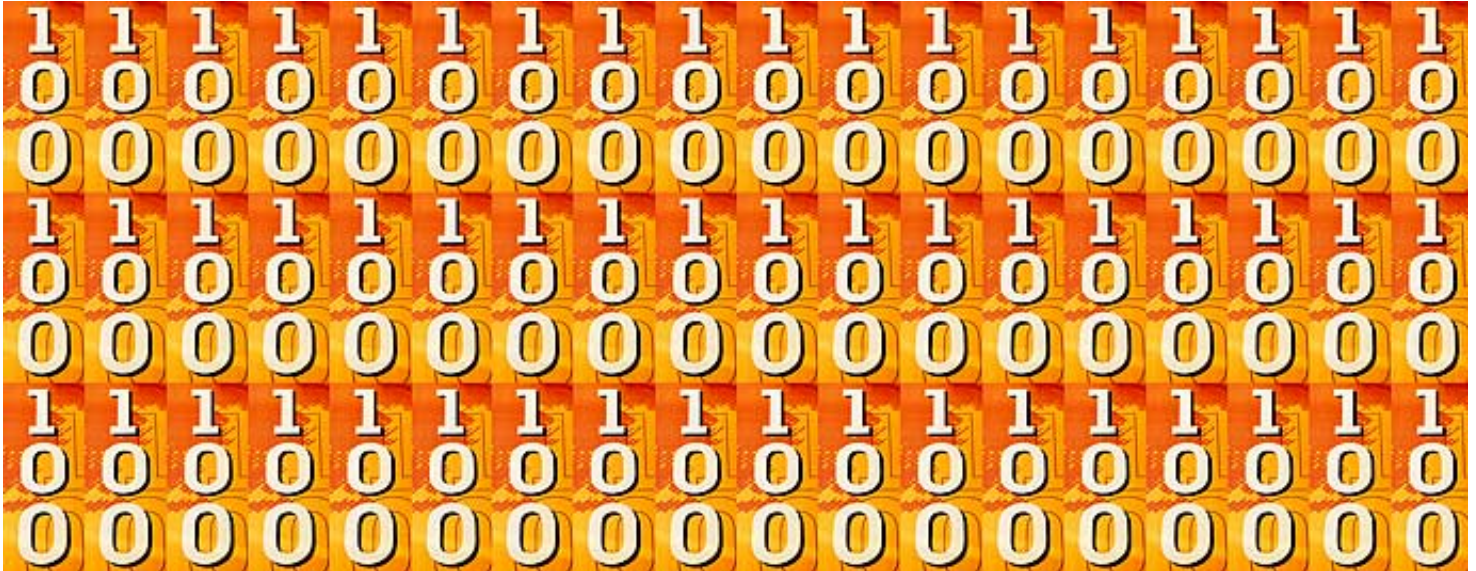


Friday 2 May 2008



An adaptation of the sign hanging outside 100 Grandville Avenue; Rapid Growth celebrates our 100th issue! | © Brian Kelly

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## Innovation + Job News

May 1, 2008

### WMSA launches Career Readiness Certification to define qualified job candidates

By: Deborah Johnson Wood

The [West Michigan Strategic Alliance](#) announced last week its intent to offer the National Career Readiness Certificate (NCRC) to help West Michigan job seekers show they are competent in basic skills needed for most jobs, and especially for those jobs of interest to them.

WMSA announced the plan at its annual State of the Region conference.

Some 203 employers, who, collectively, employ 35,000 Michigan residents, are requesting or requiring the certificate for employees and new hires. The certificate is based on a system called [WorkKeys](#), which provides skills assessments, job analysis and training to prepare workers to meet basic job requirements.

The [Workforce Innovation in Regional Economic Development](#) (WIRED) WorkKeys Innovation project successfully piloted the NCRC program in 2007, issuing 11,732 certificates. But full-scale implementation will cost an estimated \$60 million. WMSA leaders hope to garner that money through donations and government grants.

Source: West Michigan Strategic Alliance

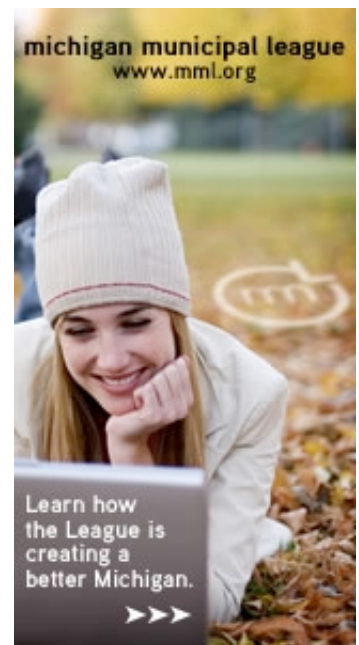


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*Deborah Johnson Wood is the development news editor for Rapid Growth Media. She can be contacted at [deborah@rapidgrowthmedia.com](mailto:deborah@rapidgrowthmedia.com).*

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